TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF MAY 1984

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	% CHG
TOTAL	$31.60	$29.67	$ 8.97	$ 8.68	0.34	0.34	0.22	0.22	44.8	44.4	$ 5.72	$ 5.43	1.9
REGION													
Northeast	$37.77	$34.52	$11.38	$10.54	0.31	0.32	0.20	0.20	48.0	48.2	$ 8.00	$ 7.58	2.3
Southeast	30.24	28.56	8.99	8.56	0.34	0.34	0.22	0.22	40.7	40.0	5.49	5.17	2.0
North Central	32.58	29.92	7.48	7.30	0.35	0.35	0.22	0.23	42.7	43.1	4.34	4.28	6.7
South Central	26.23	26.09	8.34	7.90	0.35	0.35	0.23	0.22	45.6	44.7	5.40	5.11	-2.8
West	33.40	30.78	9.02	8.35	0.34	0.34	0.22	0.22	48.6	47.4	5.53	5.04	1.4
AFFILIATION													
Chain	$28.99	$27.35	$ 8.87	$ 8.38	0.33	0.33	0.21	0.21	44.6	44.3	$ 5.74	$ 5.47	1.7
Independent	43.11	39.89	9.25	8.76	0.35	0.36	0.23	0.23	45.3	44.9	5.67	5.32	2.4
LOCATION													
Center City	$35.95	$33.18	$10.35	$ 9.63	0.32	0.32	0.21	0.21	48.3	48.1	$ 7.06	$ 6.61	1.4
Suburban	26.75	26.25	7.66	7.57	0.36	0.35	0.22	0.22	42.6	41.5	4.71	4.62	2.3
Highway	20.83	19.62	6.49	6.06	0.37	0.37	0.23	0.24	40.3	40.9	3.54	3.40	0.8
Airport	27.56	26.38	8.02	7.58	0.34	0.35	0.23	0.23	43.4	42.9	5.03	4.81	1.5
Resort	42.90	39.67	9.64	9.18	0.35	0.35	0.22	0.22	39.6	39.4	5.32	5.07	3.7
SIZE													
Under 150 Rooms	$29.56	$28.63	$ 6.88	$ 6.64	0.39	0.39	0.25	0.25	39.6	38.9	$ 3.69	$ 3.56	0.2
150 to 300 Rooms	25.52	24.58	7.51	7.11	0.35	0.36	0.23	0.23	43.0	42.9	4.55	4.33	-0.1
300 to 600 Rooms	33.35	31.75	9.14	8.75	0.34	0.34	0.22	0.22	47.1	46.6	6.04	5.74	1.3
Over 600 Rooms	39.96	35.74	11.57	10.90	0.30	0.31	0.19	0.19	45.3	45.1	7.66	7.34	6.2
TYPE													
Hotel	$37.94	$35.28	$ 9.69	$ 9.15	0.33	0.33	0.21	0.22	45.7	45.5	$ 6.32	$ 5.99	2.4
Motor Hotel	21.00	20.33	6.96	6.65	0.37	0.37	0.23	0.23	41.3	40.6	4.12	3.93	0.5

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Laventhol & Horwath
Certified Public Accountants

NATIONAL TREND OF BUSINESS

Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

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JUNE 1984 COMPARED WITH JUNE 1983

OCCUPANCIES CONTINUE TO CLIMB; SALES RISE SHARPLY

The continued strength of the U.S. lodging industry was evident in June as the national occupancy rate rose to 70.6 percent for the month, 2.8 percent above June 1983 levels. With the exception of properties located in the Southeast and to a lesser extent, resort operations, all segments of the industry reported healthly demand growth in June. The declining occupancies that have been reported by operators in the Southeast for the past several months have begun to call attention to that region. For the first half of 1984 occupancies in that region declined 2.3 percent when compared to the same period in 1983. The situation has become particularily evident in the Orlando area where after a decade of phenomenal growth, recent additions to supply are beginning to outpace current levels of demand resulting in declining occupancies.

Increased occupancies, in conjunction with healthly jumps in room rates, have resulted in the dramatic growth of total revenue. Total sales are up 9.4 percent over June of 1983 and 9.9 percent above the first six months of last year. In the coming months this increased revenue should be translated into better bottom line performance, as operators are able to institute efficiencies of operation that are unattainable at lower levels of occupancy and revenue. Larger properties and those located in central business districts should be among the first to realize these benefits.

Consumer spending patterns should continue at their current high levels because attitudes about the short-term health of the economy are positive. This can only mean increased demand for hotel services as the traditional vacation months are upon us. Creative marketing concepts and enlightened management could mean that the summer of 1984 will be a very good one for the efficient operation. Generally, we expect that both occupancy and room rates will continue to increase at levels at least equal to those of the past several months.

	Projections	Actual Last Year
August 1984	71-73%	71.0%
September 1984	66-68%	64.8%
October 1984	70-72%	69.8%

SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	65.1%	– 3.6%
AFFILIATION:		
Chain	66.9	– 1.8
Independent	59.7	– 7.4
AREA:		
Northeast	70.9	– 7.1
Southeast	65.7	– 6.1
North Central	64.4	– 2.3
South Central	64.6	0.6
West	72.5	– 2.7
LOCATION:		
Center City	66.3	0.8
Suburban	65.1	0.3
Highway	62.4	– 8.9
Airport	70.6	– 5.4
Resort	65.8	– 6.0
SIZE:		
Under 150 rooms	66.2	– 2.2
150 to 299 rooms	65.6	– 2.8
300 to 600 rooms	63.8	0.5
Over 600 rooms	67.3	– 8.1
TYPE:		
Hotel	66.3	– 1.2
Motor Hotel	65.1	– 4.5
Economy	62.9	– 5.0

*FROM PREVIOUS MONTH

Randell A. Smith, Associate Director
Marsha Cassidy, Research Associate
Research and Development

TREND REPORT JUNE 1984 COMPARED WITH JUNE 1983

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	JUN	% CHG	JUN	% CHG	JUN	% CHG	JUN	% CHG
TOTAL	9.4	10.7	6.9	6.8	70.6	2.8	59.4	4.6	$ 56.50	7.4	$ 83.38	6.2
REGION												
Northeast	13.4	15.6	9.0	9.3	76.1	4.7	42.8	14.4	$ 81.24	10.9	$119.81	8.8
Southeast	0.8	-0.4	2.7	4.1	67.8	-3.7	101.0	4.3	51.13	4.0	79.15	5.3
North Central	8.8	10.4	5.1	9.5	71.8	5.3	50.4	1.8	45.19	4.9	66.92	3.4
South Central	13.4	15.7	7.4	2.0	66.0	5.6	45.5	13.8	51.31	7.6	73.61	5.4
West	10.3	11.1	8.1	15.0	75.8	3.0	57.4	2.3	57.12	7.9	82.58	7.1
AFFILIATION												
Chain	9.0	10.5	6.0	4.5	71.8	1.8	55.9	3.9	$ 56.73	8.1	$ 82.31	6.6
Independent	11.2	11.4	10.0	14.9	66.0	6.5	71.4	5.6	55.55	4.6	87.91	4.3
LOCATION												
Center City	14.3	16.5	10.2	9.3	71.5	6.1	49.6	21.0	$ 70.65	9.1	$105.48	7.0
Suburban	6.2	7.1	4.1	5.8	70.4	1.9	46.3	1.5	47.49	4.8	70.02	3.9
Highway	4.9	4.8	6.2	-1.7	69.5	0.3	78.4	-3.2	40.64	4.4	53.70	4.6
Airport	6.9	9.2	1.8	4.7	73.6	3.2	35.9	9.5	51.83	6.4	75.06	4.1
Resort	5.5	5.4	5.5	6.7	67.6	-0.9	105.9	-2.1	60.50	5.9	98.25	6.0
SIZE												
Under 150 Rooms	9.4	10.6	5.9	3.1	73.0	5.6	69.1	3.4	$ 39.98	5.5	$ 52.23	4.3
150 to 300 Rooms	8.0	9.2	5.5	4.9	70.8	2.3	55.0	5.0	48.26	6.4	70.30	5.3
300 to 600 Rooms	4.8	5.0	4.5	3.9	67.8	0.6	59.9	3.8	61.06	4.7	93.74	4.5
Over 600 Rooms	14.8	17.1	10.5	11.1	71.3	3.2	58.4	5.4	79.80	11.4	121.69	9.2
TYPE												
Hotel	10.8	12.4	8.0	7.1	70.5	4.4	53.3	8.3	$ 66.83	7.5	$104.50	5.9
Motor Hotel	7.1	8.1	3.8	7.6	70.7	1.0	69.8	2.2	46.35	6.5	62.51	5.6
*Economy	3.0	4.2	-9.3	-17.6	71.6	0.1	64.1	-9.5	32.02	3.4	34.03	2.1

* Economy data are based on a sample of properties from the National Trend of Business in the Economy Lodging Industry.

YEAR TO DATE TREND REPORT - AS OF JUNE 1984

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	JUN	% CHG	JUN	% CHG	JUN	% CHG	JUN	% CHG
TOTAL	9.9	10.6	8.2	10.2	66.6	2.5	50.9	-1.7	$ 56.44	6.7	$ 85.61	6.0
REGION:												
Northeast	12.2	13.5	9.6	9.7	68.6	3.8	37.6	3.6	$ 78.15	10.1	$117.41	8.9
Southeast	6.6	6.3	6.5	10.3	71.5	-2.3	82.1	-3.0	59.23	8.2	91.89	8.5
North Central	13.1	14.6	9.8	16.9	62.5	6.7	38.6	-0.8	44.45	6.0	70.62	4.6
South Central	8.6	9.7	6.6	5.8	62.2	3.2	38.7	2.9	49.99	3.5	74.07	2.5
West	10.7	11.1	9.7	10.6	70.4	3.7	48.0	-1.6	54.17	6.8	79.30	6.4
AFFILIATION:												
Chain	9.7	10.5	7.6	10.1	67.4	2.3	47.3	-2.5	$ 55.70	6.9	$ 82.83	6.1
Independent	10.6	10.9	10.1	10.4	63.7	3.7	63.0	-0.5	59.44	5.9	96.87	5.6
LOCATION:												
Center City	12.6	13.6	10.6	10.9	64.3	3.9	42.1	4.7	$ 69.35	7.9	$106.60	6.9
Suburban	7.3	8.9	3.5	9.2	65.3	3.3	39.4	-1.5	46.85	4.0	70.96	2.4
Highway	5.8	6.0	5.4	2.9	67.3	0.7	63.1	-6.7	39.72	4.4	53.04	4.2
Airport	7.9	9.1	5.5	7.7	71.6	3.0	31.7	-2.8	50.93	5.4	76.86	4.3
Resort	10.8	10.6	10.6	13.0	68.7	0.6	91.8	-2.9	71.56	8.6	117.35	8.8
SIZE:												
Under 150 Rooms	7.6	8.6	5.0	2.2	66.4	3.8	60.5	-1.0	$ 38.71	4.5	$ 51.36	3.5
150 to 300 Rooms	8.4	9.7	5.5	8.8	66.8	2.5	45.8	-3.2	48.59	5.9	72.44	4.7
300 to 600 Rooms	7.1	7.2	6.1	11.2	65.0	1.7	51.9	-2.1	62.95	4.8	99.56	4.7
Over 600 Rooms	15.0	15.7	14.2	11.8	68.6	2.5	51.1	-0.4	80.41	10.2	126.83	9.5
TYPE:												
Hotel	11.2	12.0	9.5	11.7	66.8	3.9	46.9	1.3	$ 68.12	6.7	$109.57	5.9
Motor Hotel	7.3	8.5	4.2	5.7	66.9	0.6	56.6	-5.0	45.16	6.2	62.34	5.1
Economy	3.8	4.2	-0.1	-10.2	63.6	2.3	61.9	-3.9	29.56	2.4	31.09	1.9

FOOD AND BEVERAGE REPORT - JUNE 1984 COMPARED WITH JUNE 1983

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	% CHG
TOTAL	$29.01	$27.14	$ 9.15	$ 8.74	0.33	0.33	0.21	0.21	46.4	45.7	$ 6.01	$ 5.74	2.3
REGION:													
Northeast	$35.83	$32.85	$12.54	$11.79	0.29	0.30	0.19	0.20	47.4	47.5	$ 8.42	$ 8.17	4.0
Southeast	27.88	27.15	8.82	8.27	0.34	0.34	0.20	0.20	43.5	41.6	5.52	5.05	-3.4
North Central	27.57	26.24	7.84	7.65	0.34	0.35	0.22	0.22	46.8	44.7	5.02	4.79	2.4
South Central	24.12	22.05	7.96	7.58	0.35	0.35	0.22	0.23	47.7	48.9	5.70	5.64	4.5
West	31.41	29.05	8.79	8.66	0.33	0.34	0.21	0.22	47.2	45.4	5.01	4.76	5.0
AFFILIATION:													
Chain	$26.84	$25.32	$ 9.06	$ 8.70	0.32	0.33	0.20	0.20	46.0	45.2	$ 6.02	$ 5.77	2.5
Independent	39.74	36.12	9.45	8.89	0.35	0.36	0.23	0.23	48.2	47.6	5.94	5.60	1.8
LOCATION:													
Center City	$33.20	$30.12	$10.98	$10.47	0.30	0.31	0.20	0.21	48.7	48.8	$ 7.82	$ 7.64	4.4
Suburban	24.41	23.44	7.64	7.30	0.35	0.35	0.22	0.23	47.1	46.2	5.11	4.85	1.7
Highway	19.73	18.57	6.89	6.09	0.35	0.35	0.23	0.22	40.4	40.4	3.47	3.19	-3.6
Airport	24.34	23.91	7.89	7.90	0.33	0.35	0.21	0.22	44.9	43.7	4.75	4.64	2.8
Resort	38.53	36.51	9.34	9.05	0.34	0.35	0.19	0.19	42.1	39.6	5.16	4.75	1.4
SIZE:													
Under 150 Rooms	$25.86	$24.42	$ 6.91	$ 6.66	0.39	0.38	0.24	0.25	42.0	41.1	$ 3.96	$ 3.68	1.5
150 to 300 Rooms	22.76	21.57	7.90	7.46	0.34	0.35	0.22	0.23	43.9	44.0	4.87	4.68	0.3
300 to 600 Rooms	30.80	29.48	9.06	8.83	0.33	0.34	0.21	0.22	48.1	46.6	6.17	5.94	3.8
Over 600 Rooms	37.04	33.51	11.92	11.34	0.29	0.30	0.18	0.18	47.9	47.2	8.17	7.80	3.8
TYPE:													
Hotel	$35.02	$32.44	$ 9.98	$ 9.60	0.31	0.32	0.20	0.21	47.3	46.7	$ 6.70	$ 6.48	3.9
Motor Hotel	19.38	18.67	6.75	6.38	0.36	0.36	0.22	0.22	43.6	42.2	4.11	3.81	-1.8
Economy	5.16	5.69	*	*	0.36	0.36	*	*	*	*	*	*	*

* INSUFFICIENT RESPONSE

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF JUNE 1984

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	% CHG
TOTAL	$31.78	$29.36	$ 9.13	$ 8.60	0.34	0.34	0.22	0.22	44.9	44.3	$ 5.76	$ 5.44	2.8
REGION:													
Northeast	$37.84	$34.52	$11.67	$10.90	0.30	0.32	0.20	0.20	48.6	48.4	$ 8.23	$ 7.84	3.7
Southeast	31.65	29.73	9.09	8.64	0.34	0.34	0.22	0.22	40.5	39.2	5.47	5.06	2.5
North Central	32.00	29.13	7.64	7.42	0.35	0.35	0.22	0.22	43.7	43.6	4.48	4.35	5.7
South Central	26.67	25.02	8.56	7.91	0.35	0.35	0.22	0.22	46.0	45.8	5.43	5.18	0.4
West	32.72	29.83	9.07	8.46	0.34	0.34	0.22	0.22	48.3	46.5	5.37	4.85	2.1
AFFILIATION:													
Chain	$29.00	$26.95	$ 9.04	$ 8.50	0.33	0.33	0.21	0.21	45.0	44.3	$ 5.79	$ 5.49	2.9
Independent	44.32	40.25	9.40	8.88	0.36	0.36	0.23	0.23	44.9	44.2	5.69	5.28	2.7
LOCATION:													
Center City	$36.33	$32.83	$10.66	$ 9.86	0.32	0.33	0.21	0.21	49.0	48.7	$ 7.31	$ 6.88	2.6
Suburban	26.74	25.84	7.76	7.63	0.35	0.35	0.22	0.22	43.6	42.3	4.80	4.64	3.2
Highway	21.24	20.15	6.65	6.01	0.36	0.36	0.24	0.24	39.3	39.6	3.51	3.25	-2.1
Airport	26.37	25.00	8.12	7.69	0.34	0.35	0.22	0.22	43.9	42.9	5.00	4.73	1.9
Resort	43.65	39.48	9.75	9.41	0.35	0.34	0.22	0.22	39.0	38.0	5.18	4.88	6.8
SIZE:													
Under 150 Rooms	$29.39	$27.99	$ 6.88	$ 6.67	0.39	0.39	0.25	0.25	40.3	39.1	$ 3.83	$ 3.64	0.9
150 to 300 Rooms	24.74	23.46	7.64	7.20	0.35	0.35	0.23	0.23	43.0	42.6	4.60	4.33	0.5
300 to 600 Rooms	34.09	32.14	9.31	8.93	0.34	0.34	0.22	0.22	47.1	45.8	6.10	5.75	2.7
Over 600 Rooms	41.25	36.12	11.90	11.08	0.30	0.31	0.19	0.19	45.6	45.6	7.69	7.41	7.2
TYPE:													
Hotel	$37.96	$34.65	$ 9.87	$ 9.31	0.33	0.33	0.21	0.21	45.9	45.4	$ 6.35	$ 6.02	3.8
Motor Hotel	21.39	20.53	7.08	6.72	0.36	0.36	0.22	0.23	41.4	40.4	4.20	3.93	0.1
Economy	5.89	5.90	*	*	0.37	0.38	0.41	0.44	30.1	33.0	*	*	*

* INSUFFICIENT RESPONSE

TWELVE MONTH TREND REPORT - AS OF JUNE 1984

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	JUN	% CHG	JUN	% CHG	JUN	% CHG	JUN	% CHG
TOTAL	8.6	9.5	6.9	7.9	65.4	2.8	51.7	-1.0	$ 54.60	5.6	$ 83.03	4.8
REGION:												
Northeast	11.5	12.3	10.0	8.8	70.3	4.6	39.8	1.3	$ 76.81	8.8	$115.03	3.0
Southeast	7.4	8.1	5.6	9.3	67.2	0.3	82.3	-1.4	54.92	6.7	86.06	6.1
North Central	12.0	13.6	8.7	13.5	63.2	7.5	40.5	-0.2	43.73	4.8	69.72	3.3
South Central	3.7	4.5	2.3	1.0	60.4	0.5	39.7	-	48.29	1.6	71.54	1.0
West	9.5	10.1	8.4	7.1	69.2	3.0	51.3	-	53.50	6.3	78.17	5.6
AFFILIATION:												
Chain	8.5	9.4	6.3	7.5	66.3	2.6	48.2	-1.0	$ 54.62	5.4	$ 80.51	4.2
Independent	9.2	9.5	8.5	9.0	62.2	3.8	64.2	-0.5	56.94	4.9	93.19	5.5
LOCATION:												
Center City	10.3	11.1	8.9	8.1	63.6	3.6	43.5	2.4	$ 67.64	6.7	$104.33	5.4
Suburban	6.1	7.7	2.7	6.1	65.0	3.7	41.5	1.0	46.28	3.0	69.87	1.4
Highway	7.5	7.9	6.3	5.3	66.4	2.0	63.9	-2.6	38.32	4.6	50.00	4.1
Airport	6.3	7.4	4.4	4.1	69.5	3.1	31.5	2.8	49.57	3.8	76.12	2.8
Resort	9.6	10.2	8.1	11.3	65.4	1.4	94.0	-2.0	66.62	7.6	110.42	7.2
SIZE:												
Under 150 Rooms	6.6	7.7	3.6	2.2	65.5	3.1	61.3	0.2	$ 57.66	6.1	$ 90.06	2.1
150 to 300 Rooms	7.5	8.9	4.4	6.8	65.2	3.3	45.9	-2.8	47.43	4.8	71.37	3.4
300 to 600 Rooms	6.1	6.5	5.0	8.0	63.3	1.6	53.6	-0.4	61.01	4.1	96.68	3.7
Over 600 Rooms	12.9	13.5	12.2	9.7	68.3	3.3	52.2	0.4	76.78	7.1	121.02	7.5
TYPE:												
Hotel	9.3	10.1	7.9	8.8	65.3	3.3	47.7	0.6	$ 66.10	5.3	$106.57	4.4
Motor Hotel	7.3	8.7	3.6	5.8	66.0	2.0	57.7	-2.5	43.76	2.2	60.40	3.9
Economy	4.3	4.8	-2.2	-9.1	63.7	3.7	59.4	-0.7	29.49	2.5	30.99	2.0

- NO CHANGE